

## **MAJOR SPORTS EVENTS COMMITTEE**

### **Progress Report on Setting Up of Core Sponsor Group**

#### Purpose

This paper invites Members' comments on the implementation plan for the recruitment exercise of the Core Sponsor Group (CSG) for Major Sports Events.

#### Updated Work Progress

2. Subsequent to the Committee's endorsement of the initiatives and strategies in setting up the CSG proposed by the Advisory Panel via Committee paper MSEC-7/2005 on 10 May 2005, Leisure & Cultural Services Department (LCSD) have secured a venue for the hosting of the Major Sports Events Awards Presentation Ceremony cum Launching Ceremony for the Core Sponsor Group (the Ceremony) which tentatively scheduled for late-February 2006. The primary objectives of the ceremony are twofold :

- To present awards to National Sports Associations (NSAs) and corporate sponsors of existing major sports events on recognition of their contribution and support for sports development and events in Hong Kong; and
- To mark the launching of the CSG and enhance public awareness of the formation of CSG.

It is proposed that all NSAs and corporate sponsors of the "M" mark events (e.g. Standard Chartered Hong Kong Marathon) and established major sports events (e.g. Hong Kong Rugby Sevens) as well as all members of the newly-formed CSG be invited to the Ceremony. To signify the occasion, it is proposed that SHA be invited to be the guest-of-honour to officiate at the Ceremony and present awards to the recipients.

Implementation Plan

3. Having considered the strategies endorsed by the Committee, an implementation plan for the recruitment exercise for the CSG is formulated as follows –

Date	Items	Remarks
Sept / Oct 2005	Work with Advisory Panel (AP) to –  (1) come up with a tentative Core Sponsor Group (CSG) candidate list;  (2) devise contents of promotion packet;  (3) circulate (1) & (2) to MSEC for comment/ endorsement by circulation.	A special promotion packet would be designed for the CSG recruitment exercise, emphasizing on the virtual values and benefits of sponsorship in major sports events that may help commercial organizations market their products, build up goodwill and project corporate image, etc.
Oct - Dec 2005	<b><u>Stage I</u></b> <b>Recruitment of the CSG</b>  MSEC Secretariat and AP Members to approach CSG candidates to explain background and invite their enrollment as CSG. In some cases, assistance from particular MSEC Members would be sought as appropriate.	<ul style="list-style-type: none"><li>- In order to engage new potential corporate sponsors with a personal touch, tailor-made covering letters together with the promotion packet would be issued to shortlisted CSG candidates.</li><li>- On the advice of the AP, LCSD would coordinate the CSG recruitment exercise with HAB's participation as appropriate.</li></ul>

Date	Items	Remarks
<p>Dec 2005/ Jan 2006</p>	<p><b><u>Stage II</u></b>  <b>Invitation to Organizers of Established Major Sports Events</b></p> <p>Letters from SC Chairman would be sent to NSAs and corporate sponsors of "M" mark events/ established Major Sports Events, inviting them to attend the Ceremony.</p>	<ul style="list-style-type: none"> <li>- Selection criteria: Corporate sponsors must be committed to sponsoring a Major Sports Event for at least 3 years (e.g., it may include a new sponsor who has supported the event for the 1<sup>st</sup> year under a 3-year contract).</li> <li>- In consultation with the AP, LCSD would draw up a list on nomination of Major Sports Events, NSAs and corporate sponsors (including both "M" mark events and established Major Sports Events).</li> </ul>
<p>Feb 2006</p>	<p><b><u>Stage III</u></b>  <b>Major Sports Events Award Presentation Cum CSG Launching Ceremony</b></p> <p>Hosting of Ceremony by MSEC.</p>	<ul style="list-style-type: none"> <li>- Special awards would be presented to the NSAs and corporate sponsors of "M" mark events and established Major Sports Events.</li> <li>- To launch the CSG officially, all new potential corporate sponsors would be invited to the Ceremony.</li> <li>- LCSD would co-ordinate the Ceremony on the advice of AP.</li> </ul>

Advice Sought

4. Members are requested to give their views and comments on the implementation plan for the CSG recruitment exercise outlined above.

Secretariat, Major Sports Events Committee  
September 2005